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**Mark Zukerberg’s plan for Facebook raises question against our privacy**

After Mark Zukerberg revealed his plans for Facebook in the coming few years, question arises about the company’s control over the information circulating on the site. What’s more is that people have yet realize the danger of this situation. An article from FastCompany(link) shows Mark Zukerberg’s plans for Facebook in the next few years, where more advanced AIs and VR will come into the picture.

 “We strive to find ways to deliver more engaging content in News Feed, rank search results more accurately, and present the most relevant ads possible.” Facebook Aritificial Intelligence Research(known as FAIR) claimed. If you have used the “See Translation” function on Facebook, you have already used AI. This project started in 2013 with Yann LeCun as the director. He expressed most of the research done is published on the site where anyone can download this information.

Furthermore, another partner Kevin Systrom expressed this research will have impact with other associated products as well. "Facebook is working to be at the center of the world of AI because it will affect Instagram, WhatsApp, and Messenger, it’s broadly applicable to all social products." Says Kevin Systrom, the CEO of Instagram who also works closely with Zukerberg. This move is slightly worrying as we live in a world where one company controls our main means of communication, the data that they have can be easily commodified while also jeopardizing our privacy.

From the conglomerate’s point of view, the FAIR would hugely benefit them because advertisers can reach their target audience more efficiently. However, it is concerning how this will affect other social products such as WhatsApp and Messenger as Systrom expressed his and Zukerberg’s plan to implement this feature in these products as well. If AI is to help tailor a more suitable newsfeed, how would this apply to our personal messages? Assuming they might consider processing the content of our conversations, which is something that Apple is already doing to record events in our calendar, they could use this information to show you ads on Google and Facebook. Would it be ethical to let advertisers have access to what we talk about in our private lives? Its invasive enough that one conglomerate manages our Google searches, personal messages, and the photos we take. Is it really okay let them exploit our privacy even further for their economic gains?

Furthermore, Mark Zukerberg expressed his plan to take over the mobile operating system industry. "One of my big regrets, is that Facebook hasn’t had a major chance to shape the mobile operating system ecosystem." Mark revealed.

He plans to use Oculus Rift, which joined Facebook in early 2014, to replace the time that is spent on communications and media. Of course, this is only betting on that if VR becomes the next big thing. Zukerberg already started shipping Oculus Rift to users all around the world. These might all see like cool projects at first. However, if we combine everything he is working on right now, the Ais, mobile operating system, and VR, soon all our products and communication will be controlled by one company. This concerns not only our privacy, but also how other people can utilize our privacy to threaten our security. With all of these great technologies developing, there could also be countless hackers who are working very hard to break through Facebook’s systems. According to *New York news*, Facebook accounts are hacked 600,000 times a day. It might not be something that’s common, but when a individual company becomes so big and powerful, it is tempting for hackers to try and break it down.

As a day to day user of Facebook, most of us has become undoubtably reliant on its accessibility to information. According to Research at Facebook, there is 1.5 billion people connected on the site. Those who don’t use Facebook probably uses Google or WhatsApp just as much. Even if we question the rate that this is going, we can hardly escape from Facebook’s impact on us.